



Chinese New Year  
Festival & Parade

**FOR IMMEDIATE RELEASE**

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**SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL AND PARADE**  
**ANNOUNCES “YEAR OF THE OX ON PARADE”**

San Francisco, CA: “A moo-moo here and a moo-moo there, here a moo, there a moo, everywhere a moo-moo.”

The Chinese Chamber of Commerce of San Francisco, the proud presenter of the annual Southwest Airlines ® Chinese New Year Festival and Parade, will unveil a new event to usher in the lunar year 4719, the Year of the Ox.

The "Year of the Ox on Parade" will be an inaugural event in the spirit of the "Hearts in San Francisco" project. 11 life-sized Ox statues, designed by local artists, will be on display throughout the San Francisco area starting February 3 through March 14, 2021. Each Ox design was inspired by cultural themes that share the traditions and celebratory messages of the Lunar New Year.

We invite you to check out all 11 Oxen. Learn more about the Ox, the inspiration behind the design, and the talented artists by scanning the QR codes found at the base of each Ox. While you are there, enter our photo contest! Snap a picture with you and the Ox, tag us @chineseparade with hashtag #oxonparade, and share on Facebook, Instagram, or Twitter, to enter to win. Winners will be announced on Saturday, February 20 during the Southwest Airlines ® Chinese New Year Parade Special on KTVU Fox 2 and KTSF 26, so be sure to tune in.

At the end of our celebrations, all Oxen will be auctioned off to benefit local non-profits.

The Year of the Ox on Parade would not be possible without the support of our generous sponsors:

Southwest Airlines, Wells Fargo, AARP, Bank of America, Lucky California, PG&E, Comcast, Cruise, ICBC Bank, and Salesforce.

For more information please visit <https://chineseparade.com/ox-on-parade/>

Like an Ox, with fortitude and hard work, together we will show our celebratory resilience and forge ahead to an auspicious 2021.